



UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office
Address: COMMISSIONER FOR PATENTS
P.O. Box 1450
Alexandria, Virginia 22313-1450
www.uspto.gov

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/978,170	10/15/2001	Scott A. Rosenberg	22407.05491	3931
20306 7590 01/08/2007 MCDONNELL BOEHNEN HULBERT & BERGHOFF LLP 300 S. WACKER DRIVE 32ND FLOOR CHICAGO, IL 60606			EXAMINER JANVIER, JEAN D	
			ART UNIT 3622	PAPER NUMBER
SHORTENED STATUTORY PERIOD OF RESPONSE		MAIL DATE	DELIVERY MODE	
3 MONTHS		01/08/2007	PAPER	

Please find below and/or attached an Office communication concerning this application or proceeding.

If NO period for reply is specified above, the maximum statutory period will apply and will expire 6 MONTHS from the mailing date of this communication.

Office Action Summary

Application No.

09/978,170

Applicant(s)

ROSENBERG ET AL.

Examiner

Jean Janvier

Art Unit

3622

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☐ Responsive to communication(s) filed on ____.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) ☒ Claim(s) 1-20 is/are pending in the application.
- 4a) Of the above claim(s) ____ is/are withdrawn from consideration.
- 5) ☐ Claim(s) ____ is/are allowed.
- 6) ☒ Claim(s) 1-20 is/are rejected.
- 7) ☐ Claim(s) ____ is/are objected to.
- 8) ☐ Claim(s) ____ are subject to restriction and/or election requirement.

Application Papers

- 9) ☒ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on ____ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some * c) ☐ None of:
- ☐ Certified copies of the priority documents have been received.
 - ☐ Certified copies of the priority documents have been received in Application No. ____.
 - ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- 1) ☒ Notice of References Cited (PTO-892)
- 2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
- 3) ☒ Information Disclosure Statement(s) (PTO/SB/08)
Paper No(s)/Mail Date 08/13/2002
- 4) ☐ Interview Summary (PTO-413)
Paper No(s)/Mail Date. ____
- 5) ☐ Notice of Informal Patent Application
- 6) ☐ Other: ____

DETAILED ACTION

Specification

The abstract of the disclosure is too short and does not disclose any relevant information with respect to the disclosure.

Status of the claims

Claims 1-20 are currently pending in the Instant Application.

Claim Objections

Claims 3, 12, 19 and 20 are objected to because of the following informalities-

Concerning claims 12, 19 and 20, "determining that that the system..." should apparently be - -determining that the system....--.

Concerning claim 3, no pause module or screensaver module, from Windows Operating System for example, will allow the user to set the time delay to Zero (0) since the time delay cannot be less than 1 in practice. In other words, when the time delay is set to zero, there is no pause, which is the equivalent of doing nothing at all.

Appropriate correction is required.

Claim Rejections - 35 USC § 102

The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

Art Unit: 3622

A person shall be entitled to a patent unless –

(b) the invention was patented or described in a printed publication in this or a foreign country or in public use or on sale in this country, more than one year prior to the date of application for patent in the United States.

Claims 1-20 are rejected under 35 U.S.C. 102(b) as being anticipated by USP

5,740,549A.

As per claims 1-20, Reilly discloses an information and advertising distribution system.

A remote server stores and updates a database of information items and advertisements. The information items and advertisements are each categorized so that each has an associated information category. A workstation or user computer (video replay system), remotely located from the data server or server, includes a display device, a communication interface for receiving at least a subset of the information items and advertisements from the data server database and local memory for storing the information items and advertisements received from the data server. An information administrator in each workstation establishes communication with the data server from time to time so as to update the information items and advertisements stored in local memory with at least a subset of the information items and advertisements stored by the data server. An information display controller (pause module) in each workstation displays on the workstation's display device at least a subset of the information items and advertisements stored in local memory when the workstation (video replay system) meets predefined **idleness (pause) criteria or conditions**. At least, a subset of the workstations includes a profiler for storing subscriber profile data. The subscriber profile data represents subscriber information **viewing preferences**, indicating information categories for which the subscriber does and does not want to view information items. The information display controller includes a filter for excluding from

Art Unit: 3622

the information items displayed on the display device those information items inconsistent with the subscriber profile data (See abstract).

The present system relates generally to computer based information distribution systems and particularly to a system for distributing to a set of subscribers' computers information matching each subscriber's interests as well as advertising and for distributing the information and advertising to each subscriber's computer during time periods in which the subscriber's computer is otherwise inactive or during a pause (col. 1: 4-10). The system disseminates information and advertisements to subscribers' computers, wherein the information and advertisements are automatically displayed when the subscriber's computer is on, but meets predefined idleness criteria. For example, the predefined idleness criteria (pause conditions) could be the failure to receive any input for a period of at least five minutes, greater than zero seconds (col. 2: 28-34). The present system is also adapted to provide each subscriber or user with **the ability to set up and** change a user profile indicating categories and subcategories of topics, which are of interest and not of interest to the subscriber and to select the news stories displayed on the subscriber's computer accordingly (col. 2: 48-53).

Screen Saver and Viewer Procedures 200 of fig. 2 are a set of procedures for controlling the display of news stories and advertisements on the users' screens. These procedures include a main screen saver procedure 201, category managers 202, an animation engine 204, a profiler 206, a data viewer 208 and an advertisement display statistics generator 210 (col. 6: 62-67). Referring once again to FIG. 2, the animation engine 204 interprets a currently selected display script and controls the display of a selected set of news stories and an advertisement in accordance with the instructions in the currently selected display script (col. 7: 40-44). Screen

Art Unit: 3622

saver information 219 of fig. 4 indicating the last **displayed** information category and the last **displayed advertisement** and news items in each information category is stored in a portion of the user profile 194, which is not transmitted to the information server; and a screen saver exit mode indicator 220 indicating what actions cause the screen saver procedure to terminate and what actions cause the data viewer 208 to be executed (this is the normal operation of any screen saver, which is usually set up by the end-user who selects the time delay or time period (in minutes) of non-activity that triggers the display of at least one screen saver in text and/or image format/mode-Col. 8: 10-18).

In a preferred embodiment, the screen saver procedures for **displaying news items and **advertisements** are invoked using the same types of criteria as are used by other types of screen saver procedures (in which the end-user selects the screen saver he wants to be displayed during the non-activity period (pause) and sets the time delay or time period (in minutes) of non-activity that will trigger the display of at least one screen saver in text and/or image format/mode). Generally, whenever the system detects a lack of user inputs or non-activity (pause) via either keyboard or pointer device (e.g., a mouse or trackball) for a user configurable or otherwise specified length of **time** (e.g., 5 minutes), the screen saver procedures of the present system begin the **display** of news items and **advertisements** from the local information database. In the preferred embodiment, the screen saver procedures **display** news items and **advertisements** for a sequence of information categories in a sequence of 30-second **time** slots (Col. 11: 40 to col. 13: 25).**

See Col. 1: 22-34; col. 5: 8-34; col. 6: 16-61; col. 8: 45-67; col. 10: 56 to col. 11: 9 and claims 3, 4, 8 and 9 of the reference.

Conclusion

The prior art made of record and not relied upon is considered pertinent to applicant's disclosure.

US Patent 5, 959, 621 to Nawaz discloses a system for displaying data items in a ticker display pane (dynamic component) on a client computer or computer workstation or target system 184 wherein a user's client computer 184 receives from at least one or more sources or service providers over the Internet (global communication network) data including data items and/or advertisements (stream data) to be displayed on a ticker pane 142 of fig. 3 on a screen desktop 104 of fig. 3 associated with the client computer 184 and wherein the data or data items are displayed in a sequence where the data items or stream of data 150, 152, 154 and 156 are being replaced or updated on the ticker display pane 142 so as to display data item 156 on the first end 170 until the last data item 150 on the second 172 and the sequence restarts until the last data item is displayed on the ticker pane. Here, the data items are displayed on the ticker pane in a substantially continuous manner. Furthermore, the data items are being replaced or updated on a scheduled basis in an effort to have up-to-date information, downloaded directed from the content providers, displayed on the ticker pane 142 on a substantially continuous basis. In addition, stream of data 150, 152, 154 and 156 (identifier or content teaser) displayed within the ticker display pane 142 can contain hyperlinks to link the user or the customer to the original sources or providers of the information or data or full content related to the data items or identifiers 150, 152, 154 where he can receive more detailed information or full content directly from a source or content provider upon clicking on a hyperlink within a content teaser or

Art Unit: 3622

identifier or data item 150 to thereby visit the source or content provider's web site. For instance, source identifier 144 of fig. 3, identifying the source or the provider (ESPN) of the stream of data or data items 150, 152, 154 and 156, displays an image associated with the source of the data items currently displayed on the ticker display pane 142 and may also include a hyperlink, which upon activation by the user or customer causes the system to retrieve and display a document on a server computer **or host (web page)** corresponding to the hyperlink wherein the displayed information or full document may represent advertising information. The source identifier 144 may further be an HTML page, **displayed on a web page**, allowing the content provider to place advertisements and other information in a display space for the source identifier (See abstract; figs 3-4 and 7; col. 3: 20 to col. 4: 9; col. 8: 14 to col. 9: 8). Finally, the user or the customer can customize the ticker display pane 142 (dynamic component) using the option button 160 of fig. 3 that allows the user or customer to, for example, customize provided content or to select information sources; otherwise the system or the host or server system will control how the data items or content teaser should be displayed in the ticker display pane 142 and select which information sources will provide the data items (host customizes dynamic component) (col. 9: 37-48; claim 6 of the current reference). It is herein understood that the user's computer is coupled to a web site (first web site), over a computer network or the Internet, where data items or content teasers or identifiers can be downloaded or retrieved in real-time from sources or content providers (content web sites) and displayed on the user's computer and wherein, upon clicking on a hyperlink embedded within a content teaser or identifier or data item, the user or customer can visit the source or content provider's web site (first content web site) to request or

Art Unit: 3622

receive full content or full document, such as full sport news, associated with a content teaser or sport news headline from ESP network that was selected or activated by the user or customer.

Any inquiry concerning this communication from the Examiner should be directed to Jean D. Janvier, whose telephone number is (571) 272-6719. The aforementioned can normally be reached Monday-Thursday from 10:00AM to 6:00 PM EST. If attempts to reach the Examiner by telephone are unsuccessful, the Examiner's Supervisor, Mr. Eric W. Stamber, can be reached at (571) 272- 6724.

Non-Official- 571-273-6719.

Official Draft : 571-273-8300

12/22/06

JDJ

Jean D. Janvier

Patent Examiner

Art Unit 3622

JEAN D. JANVIER
PRIMARY EXAMINER

A handwritten signature in black ink, appearing to read "Jean D. Janvier", written over the printed name and title.